IN THE CLAIMS:

Please amend the claims as follows:

1.   (previously presented) A method, comprising:

detecting an initiation event for establishing a simulated communication in a terminal device, wherein said terminal device is configured to receive messages from a second device,

determining properties of said detected initiation event,

generating a simulated message related to said determined properties, said message being generated from data stored in a storage, and

presenting said simulated message via a standard communication functionality of the terminal device, wherein said standard communication functionality is further configured for presenting messages received from the second device,

wherein said simulated message has the appearance of a typical message received from the second device and presented via said standard communication functionality.

2.   (previously presented) The method according to claim 1, wherein said generating comprises composing said simulated message from said data in correspondence with said determined properties and composing rules stored in said storage.

3.   (previously presented) The method according to claim 1, further comprising opening a timeframe after the detection of said initiation event, and presenting said simulated message after the timeframe has closed.

4.   (previously presented) The method according to claim 1, further comprising receiving data from a provider, said data comprising components, fragments of simulated messages and rules for generating said simulated message.

5.   (previously presented) The method according to claim 1, wherein said initiation event is a predetermined point of time.

6.   (previously presented) The method according to claim 1, wherein said initiation event is defined by a reception of a user input or the reception of a message from a provider.

7.   (previously presented) The method according to claim 1, further comprising analyzing and evaluating said initiation event.

8.   (previously presented) The method according to claim 1, wherein at least one of said simulated messages comprises at least one advertisement.

9.   (CANCELLED)

10.   (currently amended) A computer-readable storage medium having ~~program product comprising~~ program code ~~means~~ stored thereon, wherein said program code ~~on a computer readable medium for carrying out the method of claim 1~~ when ~~said program product is~~ run on a computer or network device, carries out a method comprising:
        detecting an initiation event for establishing a simulated communication in a terminal device, wherein said terminal device is configured to receive messages from a second device,
        determining properties of said detected initiation event,
        generating a simulated message related to said determined properties, said message being generated from data stored in a storage, and
        presenting said simulated message via a standard communication functionality of the terminal device, wherein said standard communication functionality is further configured for presenting messages received from the second device,

wherein said simulated message has the appearance of a typical message received from the second device and presented via said standard communication functionality.

11.   (CANCELLED)

12.   (CANCELLED)

13.   (currently amended) An apparatus, comprising:

a detection module for detecting an initiation event for establishing a simulated communication,

a determination module, connected to said detection module for determining properties of said detected initiation event,

a receiving module for receiving messages from ~~at least one other~~a second device,

a storage for storing components of simulated messages,

a generation module, connected to said determination module and to said storage module, for generating simulated messages from said stored components in correspondence with said determined properties, and

a communication component for presenting said generated simulated messages and said messages received from said ~~at least one other~~second device,

wherein said communication component comprises a standard communication functionality of the apparatus for presenting said generated simulated messages, and

wherein said generated simulated messages have the appearance of_a typical ~~messages~~message received from said ~~at least one other~~second device via said receiving module and presented via said standard communication functionality.

14.   (previously presented) The apparatus according to claim 13, comprising an interface module for receiving data comprising components of said simulated messages and generation rules for generating said simulated messages.

15.   (previously presented) The apparatus according to claim 13, wherein said apparatus comprises a mobile phone.

16.   (previously presented) A network device for providing data for generating a simulated communication to terminal devices, comprising:

        a storage module for storing generation rules for simulated messages, simulated message components and evaluation rules,

        a communication module for connecting to said communication network and to said terminal devices, and

        a controller connected to said storage module and to said communication module, for selecting sets of simulated messages components and generation rules for transmitting said selected sets of simulated message components to said terminal devices,

        wherein said simulated messages have the appearance of typical messages of said standard communication functionality of said terminal devices which are received at said terminal devices from other devices.

17.   (currently amended) An apparatus, comprising:

        means for detecting an initiation event for establishing a simulated communication,

        means, connected to said detection module for determining properties of said detected initiation event,

        means for storing components of simulated messages,

        means for receiving messages via a communication network <u>from a second device,</u>

        means, connected to said determination module and to said storage module, for generating simulated messages from said stored components in correspondence with said determined properties, and

means for presenting said generated simulated messages,

wherein said means for presenting said generated simulated messages comprises a standard communication functionality of the apparatus for presenting said generated simulated messages and said messages received via a communication network, and

wherein said generated simulated messages have the appearance of a typical ~~messages~~message received via the means for receiving messages from said second device and presented via said standard communication functionality.

18.   (previously presented) The apparatus according to claim 17, comprising means for receiving data comprising components of said simulated messages and generation rules for generating said simulated messages.

19.   (New) The method according to claim 1, further comprising:
accessing a phonebook stored at said mobile terminal; and
extracting at least one of a name and a telephone number from said phonebook for said simulated message.

20.   (New) The method according to claim 1, wherein said detecting said initiation event further comprises:
intercepting a message, which are received by said terminal device; and
providing said intercepted message for generation of said simulated message.

21.   (New) The apparatus according to claim 13, further comprising:
a phonebook stored at said mobile terminal, wherein at least one of a name and a telephone number is extracted from said phonebook and provided to said generation module for generating said simulated message.

22.   (New) The apparatus according to claim 13, further comprising:

a message inbox, from which a message received by said apparatus is intercepted and provided to said generation module for generating said simulated message.

23.   (New) The apparatus according to claim 17, further comprising:

means for storing a phonebook at said mobile terminal; and

means for extracting at least one of a name and a telephone number from said phonebook and providing said extracted name or telephone number to said means for generating said simulated message.

24.   (New) The apparatus according to claim 17, further comprising:

means for storing an incoming message received by said apparatus; and

means for intercepting said incoming message and providing said intercepted message to said means for generating said simulated message.